

REP HEADLINE# 6366390  
\*\*\* ORIGINAL REV#0 \*\*\*

REP: TEL# 703-516-9399  
ORDER WORKSHEET

FAX# 703-516-9680  
HARRIS REPORT FROM REP  
OCT8/12 13.51  
\*\*\* WFLA-TV \*\*\*

ADV # \_\_\_\_\_ ADV. NAME POLI/B OBAMA/C/PRE/US REP. # \_\_\_\_\_ OFF. # \_\_\_\_\_ SALESMAN # \_\_\_\_\_  
AGY # \_\_\_\_\_ AGY. NAME GREER, MARGOLIS, MITCHELL BUYER NAME KATIE KEULEMAN

3050 K ST NW, SALES PRSN WA- MEGHAN MCGARR (H)  
WASHINGTON, DC 20007

ORDER # \_\_\_\_\_ CONTRACT # 6366390 CLASS: NATL. LOCAL REGIONAL

PRDCT OBAMA ADD TO SKED EST# 2002 COMMENTS: (LINE, ORDER, INVOICE)

FLIGHT DATES OCT9/12 OCT15/12 WK-1

CITY TAX \_\_\_\_\_ STATE TAX \_\_\_\_\_ CO-OP BILLING NEEDED \_\_\_\_\_ DATE OCT8/12 13.51

REP: NEW ORDER  
TTL \$55,525 664X  
PLEASE CONFIRM  
THANKS! BRIAN FOR MEGHAN

CON CM \*\*\*\*\* THIS IS A CASH IN ADVANCE SCHEDULE \*\*\*\*\*

ALL INVOICES ARE TO BE SENT TO:  
GREER MARGOLIS  
ACCOUNTING  
1010 WISCONSIN AVENUE NW  
SUITE 800  
WASHINGTON, DC 20007

OBAMA FOR AMERICA

*gmf*

LINE# : REP : CD : TIME PERIOD : LGTH : SEC : RATE : START : END : SPTS : WEEK : DAYS : TOTL :  
: LINE# : : : : : : : DATE : DATE : /WK : INVT : : SPTS :  
AGENCY ADVERTISER CODE = 95 AGENCY EST# = 2002  
AGENCY PRODUCT CODE = 101

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
1			1237A-136A	30		\$200.00	10/9	10/12	4		TU-F	4

PROGRAM : LT NITE W/JIMMY FALLON  
CON COM1 : LT NITE W/JIMMY FALLON

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LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
2			1200N-100P PROGRAM : TODAY SHOW 3 CON COM1: TODAY SHOW 3	30		\$200.00	10/9	10/12	4		TU-F	4
3			200P-300P PROGRAM : RACHAEL RAY CON COM1: RACHAEL RAY	30		\$250.00	10/9	10/12	4		TU-F	4
4			300P-400P PROGRAM : DOCTORS CON COM1: DOCTORS	30		\$450.00	10/9	10/12	2		TU-F	2
5			400P-500P PROGRAM : DR. OZ CON COM1: DR. OZ	30		\$600.00	10/9	10/12	4		TU-F	4
6			500P-530P PROGRAM : NEWS CHANNEL 8 5P CON COM1: NEWS CHANNEL 8 5P	30		\$900.00	10/9	10/12	2		TU-F	2
7			530P-600P PROGRAM : NEWS CHANNEL 8 530P CON COM1: NEWS CHANNEL 8 530P	30		\$900.00	10/9	10/12	4		TU-F	4
8			600P-630P PROGRAM : NEWS CHANNEL 8 CON COM1: NEWS CHANNEL 8	30		\$1,200.00	10/9	10/12	3		TU-F	3
9			600A-700A PROGRAM : NEWSCHANNEL 8 TODAY CON COM1: NEWSCHANNEL 8 TODAY	30		\$700.00	10/9	10/12	3		TU-F	3
10			700P-730P PROGRAM : NEWSCHANNEL 8 CON COM1: NEWSCHANNEL 8	30		\$1,000.00	10/9	10/12	1		TU-F	1

OCT8/12 13.51  
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LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
: LINE#	:	:	:	:	:	:	: DATE	: DATE	: /WK	: INVT	:	: SPTS
11			700A-900A	30		\$900.00	10/9	10/12	4		TU-F	4
PROGRAM : TODAY SHOW												
CON COM1: TODAY SHOW												
12			730P-800P	30		\$1,000.00	10/9	10/12	4		TU-F	4
PROGRAM : ENTERTAINMENT TONIGHT												
CON COM1: ENTERTAINMENT TONIGHT												
13			900A-1000A	30		\$550.00	10/9	10/12	4		TU-F	4
PROGRAM : TODAY SHOW 2												
CON COM1: TODAY SHOW 2												
14			430A-459A	30		\$25.00	10/9	10/14	4		TU-TH, SU	4
PROGRAM : NC 8 TODAY AT 430A												
ORD COM1: RATES ARE 8/27-9/30												
CON COM1: NC 8 TODAY AT 430A												
15			1000P-1100P	30		\$3,600.00	10/15	10/15	1		MON	1
PROGRAM : REVOLUTION												
CON COM1: REVOLUTION												
16			700P-800P	30		\$650.00	10/13	10/13	1		SAT	1
PROGRAM : ENTERTAINMENT TONIGHT												
CON COM1: ENTERTAINMENT TONIGHT												
17			700A-900A	30		\$500.00	10/13	10/13	1		SAT	1
PROGRAM : SATURDAY TODAY												
CON COM1: SATURDAY TODAY												
18			600P-630P	30		\$750.00	10/14	10/14	1		SUN	1
PROGRAM : NEWSCHANNEL 8/												
CON COM1: NEWSCHANNEL 8/												
19			700P-830P	30		\$3,400.00	10/14	10/14	1		SUN	1
PROGRAM : FOOTBALL NIGHT IN AMRC												
CON COM1: FOOTBALL NIGHT IN AMRC												

LINE#	REF	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
20			800P-1100P PROGRAM : NFL PRESEASON:INDGP18/19/12 CON COM1: NFL PRESEASON:INDGP18/19/12	30		10000.00	10/14	10/14	1		SUN	1
21			800A-900A PROGRAM : SUNDAY TODAY CON COM1: SUNDAY TODAY	30		\$1,100.00	10/14	10/14	1		SUN	1
22			900A-1000A PROGRAM : NEWSCHANNEL 8 SUNDAY CON COM1: NEWSCHANNEL 8 SUNDAY	30		\$300.00	10/14	10/14	1		SUN	1
23			1000P-1100P PROGRAM : CHICAGO FIRE CON COM1: CHICAGO FIRE	30		\$3,600.00	10/10	10/10	1		WED	1
24			430A-459A PROGRAM : NC 8 TODAY AT 430A CON COM1: NC 8 TODAY AT 430A	30		\$25.00	10/15	10/15	1		MON	1
25			1237A-136A PROGRAM : LT NITE W/JIMMY FALLON CON COM1: LT NITE W/JIMMY FALLON	30		\$200.00	10/15	10/15	1		MON	1
26			1200N-100P PROGRAM : TODAY SHOW 3 CON COM1: TODAY SHOW 3	30		\$200.00	10/15	10/15	1		MON	1
27			200P-300P PROGRAM : RACHAEL RAY CON COM1: RACHAEL RAY	30		\$250.00	10/15	10/15	1		MON	1
28			400P-500P PROGRAM : DR. OZ CON COM1: DR. OZ	30		\$600.00	10/15	10/15	1		MON	1

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29			700A-900A	30		\$900.00	10/15	10/15	1		MON	1
PROGRAM : TODAY SHOW												
CON COM1: TODAY SHOW												
30			730P-800P	30		\$1,000.00	10/15	10/15	1		MON	1
PROGRAM : ENTERTAINMENT TONIGHT												
CON COM1: ENTERTAINMENT TONIGHT												
31			900A-1000A	30		\$550.00	10/15	10/15	1		MON	1
PROGRAM : TODAY SHOW 2												
CON COM1: TODAY SHOW 2												
OCT/12			55525.00									
											CONTRACT TOTAL	55525.00
											TOTAL SPOTS	64

MARKET TOTALS \$252,386 WFLA 22% WFTS 19% WTSP 23% WTVT 26% WTOG 1% WTTA 2% WMOR 1%  
 WMOX 0% WXPX 0% WWSB 6% CABL 0%  
 SHARES ESTIMATED. WILL UPDATE.  
 SVC- NSI  
 DEMOS- RA35+\*

Greer Margolis Mitchell  
1010 Wisconsin Ave  
Suite 800  
Washington DC 20007

Barack Obama/ D/ President  
Submission Number 801 Issue 1



WFLA-TV

P.O. Box 1410  
Tampa, FL 33601

PHONE (813) 228-8888

Original

Client:	Barack Obama/ D/ President	Submission Cost:	54925	Campaign Ref:	E:063663900
Buyer:		Client/Product/Estimate:	95 /101 /2002	Sales Rep:	HRP Washington, DC
Schedule Dates:	10/08/12 to 10/21/12	Weeks:	2	Order Ref:	06366390
Est/PO Number:	06366390	Contract type:	Political	Business Type:	POLITICAL
Associated Copies:	No			Business Category:	Transactional

Product: Obama Add To Sked  
Demographic: (L) Household

Booking Group: WFLA  
Order:

Key Market: Tampa-St. Petersburg, FL

Ref	Sales Product Details	Rev Type	Rate	Spot Type	10/08	10/15	Total	Cost
1	M-F 1237a ET / 1137p CT Late Night TWTF..	03	200	30 Comme	Nbr of Spots 1		1	200
2	M-F 12p Today Show III TWTF..	03	200	30 Comme	Nbr of Spots -3		-3	-600
3	M-F 2p Rachael Ray TWTF..	03	250	30 Comme	Nbr of Spots 4		4	1000
4	M-F 3p Doctors TWTF..	03	450	30 Comme	Nbr of Spots 2		2	900
5	M-F 4p Dr Oz TWTF..	03	600	30 Comme	Nbr of Spots 4		4	2400
6	M-F 5p News TWTF..	03	900	30 Comme	Nbr of Spots 2		2	1800
7	M-F 530p News TWTF..	03	900	30 Comme	Nbr of Spots 4		4	3600
8	M-F 6p News TWTF..	03	1200	30 Comme	Nbr of Spots 3		3	3600
Weekly Totals: Total Spots(Ord Spots)					55	9	64	
Open PR					-3		-3	-600

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Schedule Dates:	10/08/12 to 10/21/12	Weeks:	2	Order Ref:	06366390
Est/PO Number:	06366390	Contract type:	Political	Business Type:	POLITICAL
Associated Copies:	No			Business Category:	Transactional

Ref	Sales Product Details	Rev Type	Rate	Spot Type	10/08	10/15	Total	Cost
9	M-F 6a News .TWTF..	03	700	30 Comme	Nbr of Spots	3	3	2100
10	M-F 7p News .TWTF..	03	1000	30 Comme	Nbr of Spots	1	1	1000
11	M-F 7a Today Show .TWTF..	03	900	30 Comme	Nbr of Spots	4	4	3600
12	M-F 730p Entertainment Tonight .TWTF..	03	1000	30 Comme	Nbr of Spots	4	4	4000
13	M-F 9a Today Show II .TWTF..	03	550	30 Comme	Nbr of Spots	4	4	2200
14	M-Th, Su 430a News .TWTF..S	06	25	30 Comme	Nbr of Spots	4	4	100
15	Mon 10p ET / 9p CT Revolution M.....	03	3600	30 Comme	Nbr of Spots	1	1	3600
16	Sat 7p Entertainment Tonight .....S.	03	650	30 Comme	Nbr of Spots	1	1	650
17	Sat 7a Today Show .....S	03	500	30 Comme	Nbr of Spots	1	1	500
18	Sun 6p News .....S	03	750	30 Comme	Nbr of Spots	1	1	750
19	Sun 7p ET / 6p CT Football Night in	03	3400	30 Comme	Nbr of Spots	1	1	3400
Weekly Totals: Total Spots(Ord Spots)					55	9	64	
Open PR					-3		-3	-600

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<b>Buyer:</b> ..	<b>Client/Product/Estimate:</b> 95 / 101 / 2002	<b>Sales Rep:</b> HRP Washington, DC
<b>Schedule Dates:</b> 10/08/12 to 10/21/12	<b>Weeks:</b> 2	<b>Order Ref:</b> 06366390
<b>Est/PO Number:</b> 06366390	<b>Contract type:</b> Political	<b>Business Type:</b> POLITICAL
<b>Associated Copies:</b> No		<b>Business Category:</b> Transactional

Ref	Sales Product Details	Rev Type	Rate	Spot Type	10/08	10/15	Total	Cost
20	Sun 815p ET / 715p CT NBC Sunday Night Football .....S	03	10000	30 Comme	Nbr of Spots 1		1	10000
21	Sun 8a Today Show .....S	01	1100	30 Comme	Nbr of Spots 1		1	1100
22	Sun 9a News .....S	03	300	30 Comme	Nbr of Spots 1		1	300
23	Wed 10p ET / 9p CT Chicago Fire ..W....	03	3600	30 Comme	Nbr of Spots 1		1	3600
24	M-Th, Su 430a News M.....	06	25	30 Comme	Nbr of Spots 1		1	25
25	M-F 1237a ET / 1137p CT Late Night M.....	03	200	30 Comme	Nbr of Spots 1		1	200
26	M-F 12p Today Show III M.....	03	200	30 Comme	Nbr of Spots 1		1	200
27	M-F 2p Rachael Ray M.....	03	250	30 Comme	Nbr of Spots 1		1	250
28	M-F 4p Dr Oz M.....	03	600	30 Comme	Nbr of Spots 1		1	600
29	M-F 7a Today Show M.....	03	900	30 Comme	Nbr of Spots 1		1	900
<b>Weekly Totals: Total Spots(Ord Spots)</b>					55	9	64	
<b>Open PR</b>					-3		-3	-600



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Est/PO Number:	06366390	Contract type:	Political	Business Type:	POLITICAL
Associated Copies:	No			Business Category:	Transactional

Ref	Sales Product Details	Rev Type	Rate	Spot Type	10/08	10/15	Total	Cost
30	M-F 730p Entertainment Tonight	03	1000	30	Nbr of Spots	1	1	1000
31	M-F 9a Today Show II	03	550	30	Nbr of Spots	1	1	550
Weekly Totals:					55	9	64	
Total Spots(Ord Spots)					55	9	64	
Open PR					-3		-3	-600

Pre-emption Summary

Ref	Sales Product	Spot Type	Pre-empt Date	Status	Pre-empt Value	Makegood Line(s) (Dates)	Makegood Ref	Campaign Ref
1	M-F 1237a ET / 1137p CT Late Night	30 Commercial	10/08/12	Open Pre Emption	600.00		0000000000	E:063663900

Grand Totals

Totals	10/08	Month 10 Weeks: 4	10/15
Spots	64	55	9
Cost	55525	48200	7325

Grand Totals:

Spots:	64
Gross Total:	54,925.00
Commission:	8,238.75
Net Total:	46,686.25